

Guest editor. "Mad Men" creator and executive producer Matthew Weiner was our boss for a day. See what happened and what we drank. SEE INSIDE

MADMAN'S

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BOSTON Weekend, April 24-26, 2015 www.metro.us | t: MetroBOS | f:



"Mad Men" creator Matthew Weiner swung by the Metro offices as our guest editor. / MILES DIXON, METRO



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A look at a 'Mad' sports world in the 1960s, early '70s

PAGE 16



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NEWS

Top 3

The best of Metro.us

1 'Review: "The Water Diviner" is Russell Crowe's messy directorial debut'

2 'An angry Dr. Oz uses TV show to fight back against his medical enemies'

3 'Could the "Elsa" dress be the working woman's uniform for success?'



Matt Weiner says

Why I decided to be Metro's guest editor

Honestly, I love this paper. I love the idea of a newspaper. If you're lucky enough to do something where you become part of people's lives, this is where you want to be. You want to be in their hands, on their way to work. When I lived here in New York and I was working on "The Sopranos," I took the train to work every day. Metro was a big part of my life. Guest-editing sounded like a fun thing to do.



Matthew Weiner lords over a Metro design meeting, and then kicks back with an Old Fashioned. / MILES DIXON, METRO



How Matthew Weiner drove Metro to madness

New boss. The creator of "Mad Men" took over our paper for a day. Here's how it went.

Matthew Weiner grabs his phone and flips to a photo of him with Kim Kardashian. The creator and executive producer of "Mad Men" was at Time magazine's 100 Gala, where he saw Kanye perform — but more importantly, he got a picture with the Instagram queen herself.

"This is when you

know your life has become stupid," he jokes.

It just became more stupid. Weiner now has something in common with Lady Gaga, Richard Branson, Will and Jaden Smith, and Mark Ruffalo: He's been guest editor for a day at Metro. Weiner doesn't have the instant recognizability of his "Mad Men" stars Jon Hamm, Elisabeth Moss or John Slattery, but once you find out who he is — he's a rock star. He's helmed, and often written and even sometimes directed, 92 hours of a hit TV show about America's past that has changed its current culture.

In person, though, he's

humble and, even more importantly, excitable and friendly. He's a talker, as anyone who's read or seen interviews with him knows, with an ability to answer even the most trivial question with a thoughtful (and long) answer. But he's also a listener, and he gabs with everybody even before drinks are served.

The subject of newspapers — that is, actual pieces of paper with words on them — is close to his heart, especially now that their prestige is in decline. "It's counterintuitive to suggest that something like this would disappear," he tells us. "I think people like the tactile sense of hav-

ing a newspaper. Anyone who threw out their records knew they made a mistake when the turntables started coming back. I think human beings like to have something to carry around."

One of the pieces he assigned us was how gender issues have improved, if not as much as they could have. "Talking about gender was not a popular thing when we went on the air," Weiner tells us. But having characters like Peggy Olson and Joan Holloway has helped spark discussions about equal pay. "I love that the show's been part of this conversation. I feel like feminism retracted between

when I was in college in the late '80s and when the show went on the air."

Another topic the show has helped bring front and center: cocktails. "I love the cocktail culture, but I'm irritated by how long it takes to get a drink," he jokes.

In between answering reader questions (check Metro.us for some of the answers to your most pressing questions), Weiner also downed an Old Fashioned.

"It's the most manly womanly drink there is," he adds.



MATT PRIGGE
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Quoted



"I like how unpredictable the show is. I never know what is going to happen next."

Kate, 20



"I like that each character has a downfall, but rises up again."

Jason, 27



"What I like most about the show is the drama in the series. I think it portrays this time in America very realistically."

Austin, 23



"When it comes to the show's influence on fashion, I think it will become more minimal and unisex."

Alice, 24



"Because of the show, I think fashion is going to be very colorful with a touch of the '70s."

Sonora, 21

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DUIs

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District attorneys in Massachusetts are suspending the use of breath tests as evidence in drunken driving cases after State Police notified them of "potential issues" concerning breathalyzers used in the state.

Essentially, police said there may be a problem with accuracy of some of the tests.

The Essex County District Attorney's office said they were notified that there was a possible issue with at least five cases.

A state review, that office was told, is underway to determine "the exact nature and scope of the issue."

DA Jonathan Blodgett has advised his staff to suspend use of the breathalyzer test results in all open OUI cases until that review is completed. His office said that directive was made "in an abundance of caution."

METRO

Mascots unite at
Franciscan Hospital

Pat the Patriot, right, Blades of the Bruins, left, Wally the Green Monster, center, and the New England Revolution's Slyde visit the Franciscan Hospital for Children in Brighton on Thursday where they met with the children and played an annual game of Musical Chairs. Pat the Patriot came out on top in the three rounds played.

NICOLAUS CZARNECKI, METRO

The T tries to
atone for its sins

Free ride. After a winter of discontent for commuters throughout Greater Boston, the T is offering free service for all riders on Friday.

Delays to MBTA service became commonplace during this winter's historic amount of snow — more than eight feet was dumped on Boston in about a month.

The problems triggered a special panel review of the agency; Gov. Charlie Baker is in the midst of an attempt to revamp the management of the controversy-plagued in-

dustry.

Now, the T is trying to make up for its mistakes. Offering free service for one day will cost the agency an estimated \$5 million, reports Boston Magazine.

In addition to the T being free on Friday, the MBTA is offering 15 percent discounts on weekly and monthly passes for the month of May "to show appreciation for customers choosing to take the T."

"I hope to see a lot of people take advantage of this unique opportunity to use the MBTA free of charge," said Secretary of Transportation and MassDOT CEO Stephanie Pollack in a statement.

"We have partnered with our friends in the business community to offer T users some affordable and entertaining activities throughout the region."



Will you take advantage of Friday's free T day?

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US strike inadvertently killed US hostage

A U.S. drone strike in January targeting an al Qaeda compound in Pakistan near the Afghan border inadvertently killed an American and an Italian who had been held hostage for years by the group, U.S. officials said on Thursday.

President Barack Obama

apologized and said he took "full responsibility" for all counterterrorism operations, including this one.

The deaths were a setback for a long-running U.S. drone strike program that has targeted Islamist militants in Pakistan, Afghanistan and elsewhere, often prompting criticism inside those countries as well as from civil liberties groups in the United States.

Killed in the January

operation were aid workers Warren Weinstein, an American held by al Qaeda since 2011, and Giovanni Lo Porto, an Italian who went missing in Pakistan in 2012, as well as Ahmed Farouq, an American who was an al Qaeda leader, the White House said.

Another American al Qaeda member, Adam Gadahn, was also killed, likely in a separate operation, the White House added.

"I profoundly regret what

happened. On behalf of the United States government, I offer our deepest apologies to the families," Obama told reporters at the White House.

REUTERS

OBAMA
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Ex-general, CIA chief Petraeus gets probation, \$100,000 fine in leak case

Former U.S. military commander and CIA Director David Petraeus was sentenced to two years of probation and ordered to pay a \$100,000 fine on Thursday after pleading guilty to mishandling classi-



fied information.

The retired four-star general apologized as he admitted to giving the information to his mistress, who was writing his biography. He agreed, under a plea deal, to a misdemeanor charge of unauthorized removal and retention of classified material in federal court in Charlotte, North Carolina.

REUTERS

US Secret Service takes over year to fix ex-president's home alarm

The U.S. Secret Service failed to replace a broken alarm system at the Houston home of former President George H.W. Bush for more than a year, according to a govern-

ment report on the troubled protection agency.

The report, sent to Secret Service Director Joseph Clancy and released on Thursday, was compiled by the Department of Homeland Security's inspector general, John Roth, who said the agency will improve its process for tracking maintenance problems with security equipment and keeping it up to date. **REUTERS**

SkyWest unclear on why plane passengers lost consciousness

A day after three passengers lost consciousness on a commercial plane traveling from Chicago to Hartford, Connecticut, airline officials remained unclear on what had caused

the travelers to pass out.

The pilot of the flight began a rapid descent after learning that a passenger had passed out from possible cabin pressure issues.

After making an emergency landing in Buffalo, New York, medics on the ground determined that two additional passengers sitting nearby had also lost consciousness.

REUTERS

Women at work. You've come a long way ... maybe

It has been more than five decades since President Kennedy signed the Equal Pay Act of 1963, years we've relived — or lived vicariously for the first time — watching the tumultuous rise of junior copywriter Peggy Olson on the AMC television series "Mad Men."

Olson, played by Elisabeth Moss, fights her way to workplace relevance in the testosterone-addled world of Madison Avenue, a sometimes unwitting but relentless feminist.

Women were paid 58.9 cents on the dollar compared to men in 1963, and today the figure is 78.3 cents, according to the Institute for Women's Policy Research (IWPR) in Washington, D.C. Hard-won progress but a shocking result after a half-century of effort.

If cents on the dollar don't seem important, consider a clear number that should give anyone pause: \$800,000.

That's the amount of money a college-educated woman doesn't earn by age

59 compared to a similarly skilled man, according to the IWPR. It's easily enough cash to make the difference between retiring comfortably or retiring into poverty.

And this assumes the typical woman is a latter-day Peggy Olson, one who succeeds in getting an education, a secure job and eventual advancement. For women of color, immigrants and the less educated, the numbers only get worse.

It will take decades more to close the pay gap, until 2058, — if pay equity doesn't simply become a permanent future ideal that's never achieved despite legislation and good intentions.

It's easy to say "men and women do different work," and that's often true. In addition, many women voluntarily stop working for a period — to rear children, for instance — then can fall into lower-paying jobs or find their skills have atrophied, stagnating advancement. **GREG BROWN**



Peggy Olson's "Peggy Bank" couldn't have been that full thanks to insufficient wages for women in her time. / AMC

Matthew says ...

"This is going to make a lot of people angry and that makes me happy. It's very shortsighted to not pay people the same amount. I love that the show has been part of this conversation. But the questions have not changed at all. Everyone who is a woman still has to ask, 'Can I have it all?'"



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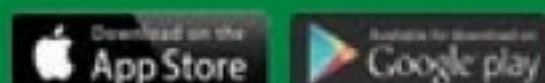
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NEWS

8

How has 'Mad Men' changed the advertising industry?

In the boardroom.

We asked three real Don Drapers about how the show influenced their industry.

"Mad Men" — AMC's hit TV series set in the advertising world of mid-20th century New York — has had an enormous impact on pop culture. It's made the Tony Soprano-like character safe for network television. It has changed the way we watch and talk about television. It has even infiltrated our wardrobes — have you seen all the Megan Draper-worthy flares and jumpsuits on the runways this past season? But, what effect, if any, has it had on the advertising industry itself?

"I don't know if I should

give 'Mad Men' sole credit for this, but one thing I've noticed is there seems to be a shift away from big egos of the Don Draper variety," says Ari Halper, executive creative director at Grey. "People are much more transparent and collaborative and humane toward their co-workers and their clients. Of course, that could have to do with Gen Xers and millennials taking charge, but I do think Don was held up as a mirror to some people in advertising, and they thought, 'Oh, we do not want to be like that.'"

Even if no one wants to be like Don Draper, they do want to give presentations like him. "When I first started watching 'Mad Men,' I thought, 'Wow, I've been to lots of business presentations, but I've never seen one like that,'" says Jeff Lang, a freelance creative director based in New York. "Since the show went on, I have seen

more people stand and present, rather than sit and present."

"It's definitely inspired me in my work," says Halper. "There's that iconic scene where Don is giving this pitch for the Kodak carousel, and it's a really emotional and powerful moment. But it also demonstrated that the most powerful thing you can do is show the client a product like they've never seen it before. I was working on a Canon pitch at the time, and after seeing that I just went in and was like, 'No one cares about megapixels. They care about how they can capture photos that make them happy or create prints that make people go, "Wow," and that signaled a massive shift in their advertising.'"

The legacy of "Mad Men" will be the curiosity it inspired about the ad business, says Steve Landsberg, who worked at many of the firms name-

Matthew says ...

"One way that 'Mad Men' has changed the advertising business: I've heard that clients started demanding a presentation that had emotion and substance. They want to be sold. And that made me happy, because they're entitled to it. They don't want someone to throw open a binder with a bunch of numbers on it."



checked on the show before founding his own agency, Grok. "In the past few years, people are suddenly way more interested in what I do."

RAQUEL LANERI
letters@metro.us

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The real Mad Men of New York City took inspiration from Don Draper's product pitches on the show. / AMC

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What does the guy jumping in the credits of “Mad Men” really mean? We sit down with the series creator — and our guest editor — for these answers and more as his award-winning TV show draws to a close.

Matthew Weiner's exit interview



NED EHRLBAR
@Nedrick
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Matthew Weiner understands the emphasis that's been placed on the final episodes of “Mad Men,” but at the same time, he thinks scrutinizing them might detract from the experience. Or, to put it more bluntly: “There's too much weight put on the ending of a TV show. ‘Dear America: Shut the f— up and watch,’” Weiner offers with a laugh. “That's my headline.” Well, the series creator and executive producer is the boss — for today at least.

The art of the ending

When you set the finale date a few years back, did you know how it was going to end? No. Well, I knew where I wanted it to go when I sold the show, believe it or not, but I didn't know how it would happen. And how it happens is everything on that show. The security of

knowing that you have three more seasons to go without anymore fear of cancellation is an incredibly gratifying vote of confidence, but we still treated every season like it was the last season. There was a finale concept, which I didn't share with the writers until probably the beginning of the last season. My wife knew about it, and Jon Hamm knew about it, but that was it.

I've been rewatching the show from the beginning in preparation for these final episodes. That's great, but just know that we built the show one episode at a time and one season at a time. I'm not being facetious; the end of Season 5 was the only time that I knew I would need something for the next season. So when you have something like having Peggy go to a different agency, we already knew that the next year we were going to have them merge. That's something I wouldn't have done in the past just because

I've been like, “Figure it out the next year.” That's the advantage of having future real estate invested in.

What have you learned about crafting the end of a series? Ending a TV show is not organic to the TV writing process. Your whole job is to propel people into the next week. So thinking about where you leave the characters, and how it would affect the people who had watched it from the beginning, is one thing. Then, you think that it will be out there, and people who have never seen the show will know it when they start — how does that taint it? And I do think



The jump

How much do you read of the pages and pages of the Internet devoted to discussing and deconstructing the show?

I go in and out. I am puzzled by if it's a flaw in the educational system in the United States, but the use of the words “symbol” and “symbolism” is puzzling to me. There is nothing symbolic in the show. A symbol is like when Peggy did her Popsicle pitch, and it looked like a medieval tableau of Jesus giving communion. That's symbolism. I don't operate in that world. I wish I did. Maybe this is where they get this idea of symbolism from, but that guy jumping out the window in the credits? That's happening in his mind. He's standing there, and then at the end he's sitting there. That's his imagination. It's not literally happening. Do people know that? It's fascinating to me, and people are entitled to take whatever they can. But what I do resent is the suggestion that in some way we are screwing with the audience.



about the audience. I do think about what are they going to feel like when it goes off the air. And I'm saying this as someone who has lost his favorite show before. That's the other mistake you can make: Don't assume everybody watching your show, that it's their favorite show. But write to the people that you think it is.

Sombrero-gate

So, opening credits aside,

what kind of false symbolism are we talking about? I was laughing because I got all of these requests about a sombrero in Don's office in a recent episode — people asking, “What is it? What's the significance?” I couldn't remember, so I went and talked to the prop master and set decorator, and they were like, “You said you wanted something fun.” I was like, “Oh, OK.” So I'm talking to David Chase and I go, “This sombrero thing is out of control,” and he goes, “I almost wrote you about that. I thought that was so great. I just saw it in Don's office, and it made me laugh.” I was like, “Are you f—ing with me?”

Five rules for aspiring TV writers

Fame doesn't come overnight.

Young writers have often asked "Mad Men" creator Matthew Weiner for advice on how to make it in Hollywood. He sums up his tips as follows:

"Write for free, because no one's going to pay you to write," Weiner says. "You're the most expendable part of your ideas. You come in there with an idea that they don't know if you can execute, you are the first thing that's going to go."

Weiner was also one of the contributors to the new book "Getting There: A Book of Mentors," by Gillian Zoe Segal. In an essay geared toward aspiring television writers, he details his rules for success on the small screen. An excerpt from his piece follows.

1 When you have a meeting with somebody, look that person up and know everything you can about him or her. This seems basic, but it took me forever to get it.

2 Remember people's names and don't be insulted if they don't return the favor. If you know someone's name, you can own them. I read that Napoleon used this trick. He spent huge amounts of time committing his

"Write for free, because no one's going to pay you to write. You're the most expendable part of your ideas."

Matthew Weiner

soldiers' names to memory — and they would die for him.

3 You have to send your material cold to people who are in the business of looking at new ideas. You must also be in the industry's city to network and schmooze. You have to make connections to people.

4 When someone rejects your work, register that they don't like it but don't listen to the reason why. People feel that they have to say something, and they often give a capricious justification to keep from hurting your feelings. Someone might say, "I don't like your movie because it's in black-and-white." You think, "Damn it. If I had made it in color,

I could've sold it." That's probably not true.

5 Execution is everything. It does not matter if you invented "Star Wars" before "Star Wars" existed. Actually write the script.

From "Getting There: A Book of Mentors" by Gillian Zoe Segal. Published by Abrams Image. ©2015 Gillian Zoe Segal

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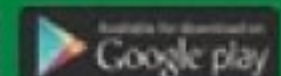
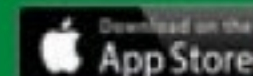
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Stay Just Outside The City

The whole thing about office culture is being prepared to make a change during the day to spruce up.

• **Keep a tie in your desk.** You can always put on a tie with the knot pulled down and look better than you look without a tie at all.

• **Always have a dress from the dry cleaner in your office.** Have a change of clothes in whatever minimal way you can make accessible during the day.

• **Sunglasses!** They're fun to buy, they're not that expensive, and they can instantly make you look like you have an outfit on. I don't know how I feel about the hat thing, but sunglasses are a great way to have an outfit. And your size in sunglasses never changes, so you can't get depressed when you go to the store.

• **A watch is a great thing.**

• **I don't think men should be afraid of rings, either.** Almost all of the characters except for Don wear rings — not just wedding rings.

• **BONUS TIP: Take a nap (if you can without getting fired).** I always let everybody take a nap. I always take a nap. Don Draper took a nap 15 minutes into the pilot.



Dress like Don, Peggy and Joan



Tips on how to channel the show's other star: its fashion

Sure, we obsessed over the storylines, but we were also seduced by the fashion of "Mad Men." Don's suave, sharp suits, Joan's curve-magnifying pencil skirts, Peggy's quirky two-piece sets — the employees of Sterling, Cooper & Partners didn't show up to work in everyday jeans and T-shirts. They dressed to rule Madison Avenue. Here are the fashion tips to take away from the show, according to creator Matthew Weiner. METRO



ALL PHOTOS FRANK OCKENFELS 3, AMC

I believe, like Superman's cape, that you should dress so that you feel better. I think Superman, when he's in his cape, feels more important. So in your mind, find a way to put on a cape.

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Budgeting for Homeownership: Before and After	11:00 AM-12:00 PM
Boston Home Repair Funding Programs	11:00 AM-12:00 PM
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MAD MEN 2015, MEET DAWN DRAPER

Guest editor Matthew Weiner tasked us with a unique creative assignment: "If you were writing 'Mad Men' 47 years from now about this year, what would you write about?" he asked. We took the idea and ran with it, giving it some "Mad Men"-friendly visual flair. Say hello to our 2015 ad agency creative director, as viewed by the TV writers of 2062 ...

Matthew says ...

"She has marijuana edibles in her bag."



"She is available 24 hours a day for meaningful consultation. Poor woman."

PERSONAL TRANSPORTATION
A BMWi3, Nothing says status and savvy like an environmentally friendly electric car.

GRAPHIC BY BILLY BECERRA
TEXT BY TINA CHADHA
AND NED EHRBAR

OFFICE CULTURE
Our creative director started her own firm right out of college, built it up and let someone bigger buy it.

STYLE
She's fashion conscious without being trendy, preferring sleek, minimal looks over feminine frills. She loves classics and accessories that add a bit of edge.

HEALTH
The 2010s were the advent of the quantified life, so naturally she has a FitBit in her bag.

MOBILE-FIRST
She's posting to Instagram and Tumblr, then checking AgencySpy for dirt on her colleagues — and rivals.

VIRALITY
It's still the Dawn of Digital, with new platforms launching and imploding every day. She's keeping up on Snapchat, Meerkat, Periscope and everything else.

CLIENTS
Brands are obsessed with being "liked" and recognized more than ever, and are happy just to have a well-timed tweet go viral.

OFFICE-STYLE LIQUOR CABINET/MINI-BAR:
The Mad Men (and Women) still let loose, but not in the office anymore. But of course she has a bottle of bubbly in her desk drawer ready to go for special moments.

Five movies to fix your 'Mad Men' hangover

"Mad Men" isn't just a show about the 1960s and early 1970s; it's deeply rooted in the era, quick to whip out a reference to historical events and even movies from the era. Now that its run is about to end, you may long for more of the same. Here are some movies, all streaming right now, that not only hail from the same period but show it in different lights.

MATT PRIGGE



Jack Lemmon falls for an elevator operator (Shirley MacLaine) sleeping with his boss (Fred MacMurray) in Billy Wilder's "The Apartment." PROVIDED

'The Apartment'

1960
Netflix Instant

Matthew Weiner has cited Billy Wilder's Best Picture winner as one of "Mad Men"'s chief influences, and it's not hard to see why: It's an office dramedy set in the heart of New York in the same era. Its baddie could even be Don Draper deeper into middle age: a self-hating exec (Fred MacMurray).

'Darling'

1965
Hulu

The setting of John Schlesinger's angry but stylish drama is 'Swingin' London, but the world is almost the same: the fashion and advertising biz. Julie Christie, in her Oscar-winning turn, plays an aspiring model whose cutthroat rise to the top alienates her bookish boyfriend (Dirk Bogarde) but attracts the wandering eye of am ad monster (Laurence Harvey).



Julie Christie, left, in "Darling" PROVIDED



Al Pacino, left, in "The Panic in Needle Park" PROVIDED

'The Panic in Needle Park'

1971
Netflix Instant

"Mad Men" is into the '70s now, which means that uptown from their offices lurked the addicts seen in this gritty urban drama, one of them

played by Al Pacino in his screen breakthrough. He plays Bobby, a small-time dealer who pollutes the world of a shy young woman (Kitty Winn) in a New York that will turn even more disheveled and dangerous throughout the decade.

'I Am Curious (Yellow)'

1967
Hulu

"Mad Men" has regularly name-dropped the period's movies, none more eyebrow-raising than this Swedish import — one of the first movies to show sex outside the porno circuit. As such, it became one of 1969's top box office draws.



"I Am Curious (Yellow)" CRITERION COLLECTION



"Salesman" CRITERION COLLECTION

'Salesman'

1968
Hulu

Don Draper was talented enough to worm his way from the middle of nowhere to flashy New York City. If he had been less talented or less handsome, he might have gotten stuck in the purgatory that plagues the subjects of David and Albert Maysles' doc that hangs with traveling Bible salesmen trying to eke by.



Horoscope

Taurus | April 21-May 21

An unscheduled trip with friends or family will clear your mind, giving you a better idea of how to move forward without it costing you too much financially or emotionally.

Gemini | May 22-June 20

Professional changes are on the horizon. Don't hesitate to accept an attractive business offer. Collaborating with someone or getting involved in a joint venture will turn out to be beneficial.

Cancer | June 21-July 22

Overreacting will cause problems with the people around you. Stick close to home, where you can hide out, assess your options and find a way to move forward.

Leo | July 23-Aug. 22

Stay in the background. Conflicts are apparent and will result in a disruption of your plans. Play by the rules in order to avoid a major setback.

Virgo | Aug. 23-Sept. 22

Don't fall for a get-rich-quick scheme. Before you part with your cash, find out how it will be used. Check the credentials of those involved and get agreements in writing.

Libra | Sept. 23-Oct. 22

Be prepared to take on whatever comes your way. Your time and attention will be in demand. Participating in events will allow you to show your strengths.

Scorpio | Oct. 23-Nov. 21

Love is in the air, and a romantic encounter will have you thinking about your future. Discuss your intentions openly in order to start the ball rolling.

Sagittarius | Nov. 22-Dec. 21

Money matters will occupy your mind. Look for an interesting financial breakthrough. Check over your financial agreements or contracts and cut corners wherever possible. Save for something you really want.

Capricorn | Dec. 22-Jan. 20

You will feel uneasy or disturbed by a situation that arises in your personal life. Don't suffer in silence. If you discuss your feelings, you will find a solution.

Aquarius | Jan. 21-Feb. 18

You need to slow down. If you take on too many new projects, your health will suffer. Do your best to set aside time for yourself.

Pisces | Feb. 19-March 20

Explore different cultures and traditions. Check out travel opportunities that could be both pleasurable and educational. Let your imagination wander, but keep your decisions practical.

Aries | March 21-April 20

You will be excessive when it comes to financial matters. Review your investment strategy before making a decision. Someone from your past is looking for you. **EUGENIA LAST**

Letters to the editor

Fast food workers' wages adhere to law of supply and demand

Most everyone would like to get paid more for any work they do. The thing is, our economic system is ruled for the most part by supply and demand.

I'm just taking a guess here, but I would bet the majority of the individuals who typically work in the fast

food industry possess fewer marketable skills than, say, someone who has acquired a rarer skill that requires a lot of formal education or some kind of apprenticeship.

When you look at the pool of available workers who possess these limited skills, it is quite large; therefore, the supply outweighs the demand for these workers, hence they command a lower wage because there are numerous individuals of the same skill set that compete for the same limited low-skill jobs.

During the recent oil boom in North Dakota, due

to the limited population and the influx of skilled oil workers, the pool of unskilled workers was so small that fast food chains had to offer \$15 an hour to lure people to flip burgers.

The supply was small and the demand was great; therefore, the unskilled in that geographic area commanded a larger wage.

Now if you take into account the large number of immigrants moving into this country, many of whom have limited work and communication skills, the potential pool of unskilled workers increases

and therefore this skill set naturally commands lower wages due to supply and demand.

There is nothing personal about this — it is just Economics 101. Until the supply of unskilled workers drops below the demand for unskilled workers, the wages they can command will remain low.

J. ATKINS, VIA EMAIL

letters@metro.us



Keep them as brief as possible, preferably under 100 words. Metro reserves the right to edit all letters. Please include your name and contact info.

Sudoku: Easy and hard

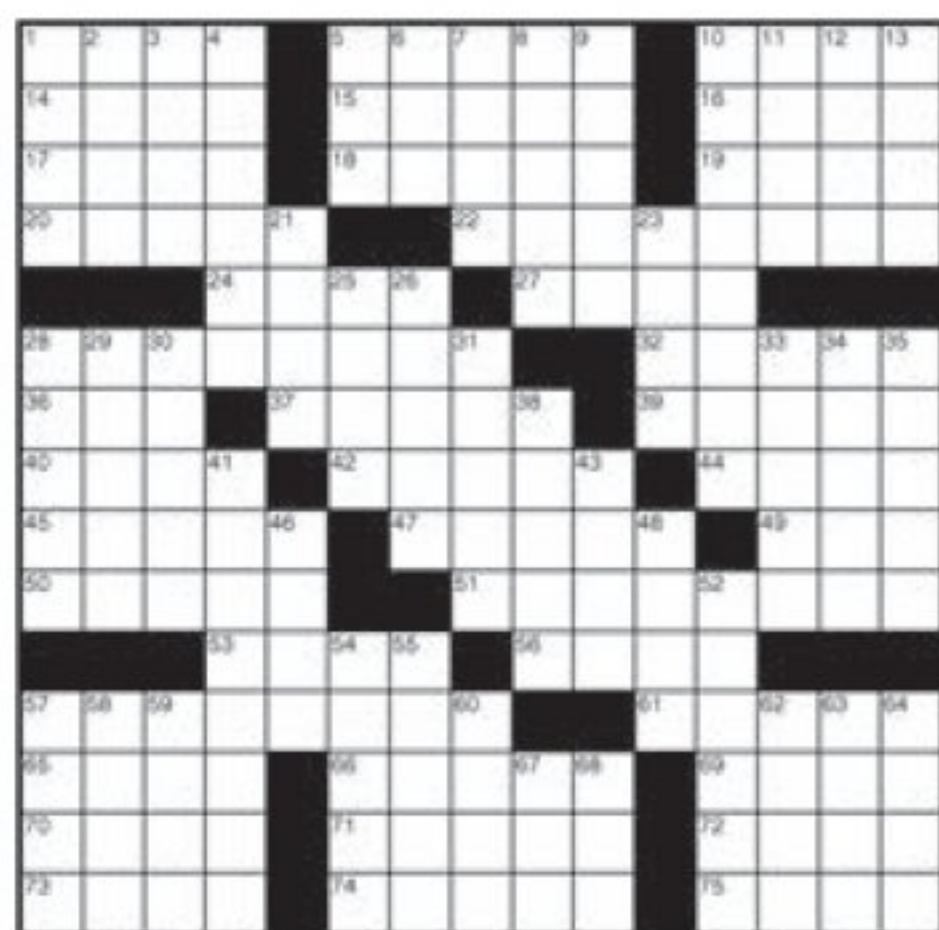
4				5		1		
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5	3		6	9			4	7

How to play

Fill in the grid so that every row, every column and every 3x3 box contains the digits 1-9. There is no math involved. You solve the puzzle with reasoning and logic.

Crossword



Across

- 1 Nature's bandage
- 5 Al of Indy fame
- 10 Soot
- 14 Loud cry
- 15 — Davis of "The Fly"
- 16 Pierre's parent
- 17 1899 Gold Rush town
- 18 Warm's up
- 19 Assns.
- 20 Emerson opus
- 22 Chides
- 24 Semester
- 27 Pitcher Nolan —
- 28 Wonder about
- 32 King-size
- 36 Coffee brewer
- 37 Rajah's land
- 39 Set up a fund
- 40 Under the covers
- 42 Liner levels
- 44 High desert of Asia
- 45 Feels concern
- 47 Collie's charge
- 49 Diner sandwich
- 50 Mound

- 51 The ones chosen

- 53 Garden dweller
- 56 Lectern
- 57 Surgical binding
- 61 Marble blocks
- 65 Culture dish goo
- 66 Rapunzel's home
- 69 Sewing kit
- 70 Exploding star
- 71 Plain to see
- 72 Frosh's digs
- 73 CFL's — Cup
- 74 Suit material
- 75 All, in combos

Down

- 1 New Year's Eve word
- 2 Business VIPs
- 3 Poor-box coins
- 4 Meadow complaints
- 5 Nasty!



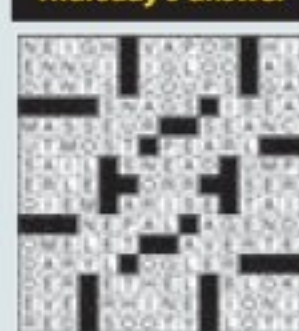
- 6 Born as
- 7 Withered
- 8 Gain admission
- 9 Hoarse
- 10 Pitching woo
- 11 Griffin of TV
- 12 Try to persuade
- 13 D'Urberville girl
- 21 Sasquatch cousin
- 23 Go postal
- 25 Peel
- 26 Styles
- 28 Drake's comment
- 29 Citified
- 30 January, to Juan
- 31 Pigeonhole
- 33 Sun-dried brick
- 34 Titled
- 35 Gibes at
- 38 Cub Scout leader
- 41 Low-energy electron (2 wds.)
- 43 Look like
- 46 Coin receiver
- 48 Toxic wastes, briefly
- 52 El Greco's home

Visit us online at **Metro.us**.

Use your smartphone to find today's crossword answers! Download and open the Blippar app on your smartphone and hold the screen over the puzzle.



Thursday's answer



- 54 Gas guzzlers
- 55 Took the car
- 57 Ger. or Fr.
- 58 Horror-film servant
- 59 Handed over
- 60 Pitcher in a basin
- 62 Bohr's study
- 63 Cook too long
- 64 — Valley, Calif.
- 67 Joule fraction
- 68 AAA suggestion



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3 SPORTS



Visit **Metro.us** to see why Josh and Katie Hamilton may be getting divorced.

Sports on the show

While "Mad Men" doesn't focus on the world of sports, there are plenty of references to them during the show's seven seasons:

- British immigrant Lane Pryce proudly hung a New York Mets pennant in his office and Don Draper himself would later do the same.
- Sterling Cooper, during the first three seasons, dealt with clients like Jai Alai (a failed venture seeking to eclipse baseball in popularity) and a new Madison Square Garden.
- Don gives his two cents on the famed Muhammad Ali vs. Sonny Liston fight in 1965, predicting that Liston will go about his business while Ali will "dance and talk and throw a few before he's wiped out."
- When Peggy Olson goes to work at Cutler Gleeson and Chaough, she helps them create a Super Ad for the headphone company Koss: "Lend me your ears."

'Mad Men' era formative for major sports leagues

Sports. The world of sports has undergone a thorough transformation since the 1960s.

"Mad Men" sheds light on the palpable impact the 1960s (and early 70s) had as a formative time period for the culture we know today. And just as social norms, politics and the world of advertising experienced a critical period during the "Mad Men" era, so too did the world of sports. From humble beginnings, the juggernauts and billion-dollar industries that are the NFL, NBA and NHL seem to have had their unofficial births while Don Draper was at the height of his success (and struggles).



EVAN MACY
@evan_macy
evan.macy@metro.us

The NFL

The Pete Rozelle era took the NFL from a fringe professional league (college football was previously king) to the giant of industry and culture it is today. In 1960, the NFL had just 10 teams, and had its hands full competing for players and ratings against the AFL's 10 teams. But a merger in

1966 set the two leagues on a course to join together, and after the Packers beat the Chiefs in front of a half-empty stadium in Super Bowl I the league picked up steam. Three million people went to pro football games in all of 1960; 114.4 million watched the Patriots beat the Seahawks in February.



From humble beginnings, the NFL's cultural explosion netted the league \$9.5 billion in 2013. / ALL PHOTOS GETTY IMAGES

Major League Baseball

Major League Baseball was in the midst of a spectacular decade, one that Draper himself could have enjoyed. The Yankees, led by Mickey Mantle, dominated the early part of the '60s while the miracle Mets in 1969 won a championship after just seven years of existence. The years in the middle showcased some of the best pitching the game would ever see, with Sandy Koufax thrilling with his exceptional curveball and Bob Gibson posting an ERA of 1.12 in 1968.



Don Draper would no doubt have rooted for, and enjoyed the 1969 Miracle Mets winning an improbable World Series title over the Orioles.

The NBA

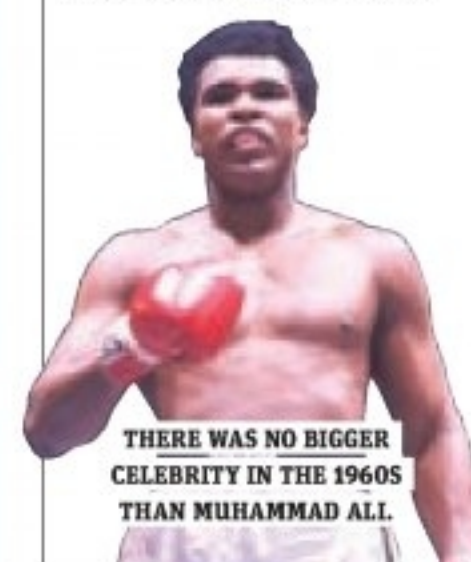
The 1960s were dominated by one team: the Celtics. The Bill Russell-led squad won nine of the possible 10 championships in the decade. The early part of the 60s were Wilt Chamberlain's best years, as the 7-footer averaged a ridiculous 50.4 points and 25.7 rebounds in 1961-62. The league grew in popularity due in part to its stars, but would hit a roadblock in the 1970s.



BILL RUSSELL

Boxing

Before it fell off the map as a major sport due in part to pay-per-view, there wasn't a more popular pastime in the 60s than boxing. And with race relations reaching a fevered pitch and the Vietnam War heating up, Muhammad Ali dazzled with his performance in the ring and his words outside of it.



THERE WAS NO BIGGER CELEBRITY IN THE 1960S THAN MUHAMMAD ALI.

The NHL

When the decade began, the NHL was comprised only of the Original Six. Then in the mid 1960s, the league expanded to include six more teams (in part because of competition from the WHL). The Red Wings' Gordie Howe and Blackhawks' Bobby Hull were the superstars of the era but teams from Canada, the Canadiens and Maple Leafs won eight of the decade's 10 titles.



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Prez, meet Pats

The Super Bowl-champion Patriots met with President Barack Obama on Thursday at the White House. It was quite an eventful appearance as Obama made a Deflate-gate dig at the Pats, saying, "I usually make jokes at these types of events but I was afraid with the Patriots here that 11-of-12 would fall flat." Patriots tight end Rob Gronkowski suggested that Obama may have had one too many adult beverages after hearing the jab. Also of note, former Pats turned Jets — Darrelle Revis and Stevan Ridley — were in attendance.

NBA. Cavs take advantage of C's mistakes in Game 3

The Cavaliers looked like the NBA championship-caliber team they were hyped to be Thursday night and the Celtics played, down the stretch, like a team that doesn't deserve to play into the month of May. Boston continued its trend of allowing the Cavs to get second-chance scoring opportunities as Kevin Love cashed in with a pair of late 3-pointers in a 103-95 Cleveland win in Game 3 of the Eastern Conference quarterfinals series at

TD Garden.

LeBron James was spectacular for the Cavs throughout, as he led a 12-0 Cleveland run before the half and banked in a near 3-pointer to start the fourth quarter. He finished with a game-high 31 points.

Evan Turner registered 19 points for the Celtics and Jae Crowder had 16 off the bench.

The Cavs will look for a four-game sweep Sunday (1 p.m., ABC) at TD Garden in Game 4. **MATT BURKE**



LeBron James led all scorers in Game 3 with 31. / GETTY IMAGES

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The Unit Known as #1 in the 39 Copeland Street Condominium ("Condominium") located at 39 Copeland Street, Roxbury, Massachusetts, a condominium established pursuant to Chapter 183A of the Massachusetts General Laws, ("Condominium Law") by Master Deed ("Master Deed") dated July 18, 2006 and recorded on July 27, 2006 with Suffolk Registry of Deeds in Book 40077 Page 62. The Post Office Address of the Unit is: 39 Copeland Street, Unit #1, Roxbury, Massachusetts. Unit #1 is shown on the floor Plans ("Floor Plans") of the building recorded as part of the Master Deed and on the copy of a portion of the floor Plans recorded herewith, to which is affixed the verified statement of a registered architect in the form required by Section 9 of the Condominium Law. Each of the units in the Condominium is intended for residential purposes and such other uses as are set forth in the Master Deed. Unit #1 is Conveyed together with: (a) an undivided 35.28% interest in the common areas and facilities ("Common Elements" of the condominium described in Master Deed, attributable to Unit #1.(b) rights, easements and agreements described in the Master Deed, Condominium Trust and Bylaws, as any of the same may be amended from time pursuant to the provision thereof; (c) all other rights Easements, agreements, interests and provision contained in the Master Deed, as the same may be amended from time to time pursuant to the provisions thereof (d) the provisions of the condominium Law; (e) easements, restrictions, and agreements of record insofar as any of the same are in force and applicable (f) exclusive use to area marked "Storage Area Exclusive Use Unit #1" located off the Basement. Being the same premises conveyed to the herein named mortgagor (s) by deed recorded with Suffolk County Registry of Deeds herewith.

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